

FUNDING ANNOUNCEMENT FACT SHEET

California Nutrition Network for Healthy, Active Families **Local Incentive Award Program**

The *California Nutrition Network for Healthy, Active Families (Network)* is offering your organization an opportunity to participate in our innovative Local Incentive Award (LIA) Program for the federal fiscal year (FFY) of October 1, 2003 to September 30, 2004. The *Network* is funding organizations to promote fruit and vegetable consumption, daily physical activity, and participation in federally funded nutrition assistance programs.

You Qualify to Apply if:

- ◆ Your organization is a **public entity** (e.g., city governments, parks and recreation departments, local health departments, county offices of education, public school districts, colleges/universities, University of California Cooperative Extensions, Indian Tribal organizations, other public organizations).
- ◆ Your nutrition education program, which should include some physical activity promotion and federally funded nutrition assistance program promotion, will primarily target:
 - a) Persons participating in or eligible for the USDA Food Stamp Program or a target audience with at least 50 percent having household incomes of not higher than 185 percent of the Federal Poverty Level, and/or
 - b) For school districts or organizations working with schools, over **50 percent** of the students must be eligible to receive **free and reduced** school meals at each participating school site.
- ◆ Your existing nutrition education budget funded by your organization (defined as Local Share) targeting low-income consumers will total a minimum of **\$50,000** for the October 1, 2003 to September 30, 2004 contract period.
- ◆ Your existing nutrition education program (Local Share) is paid for with **non-federal sources** (state or local public funds) or private cash donations and will not be used to match other federal programs. (Exception: Indian Tribal organizations may use federal funds designated for nutrition education as an allowable local source of dollars directed toward nutrition/physical activity promotion.)

Funding Available

- ◆ The source of funding for the LIA Program is the United States Department of Agriculture's (USDA) Food Stamp Nutrition Education Program. The funding must be utilized for nutrition education, physical activity promotion, and promotion of federally funded nutrition assistance programs during the FFY of October 1, 2003 to September 30, 2004.
- ◆ Through this funding source, you may receive additional funds (up to a maximum of 50 percent of your budget) to enhance or expand the qualifying interventions funded by your organization. For example, if your organization will be providing \$50,000 of activities/services for nutrition education (Local Share Budget), you may receive up to \$25,000 in additional funds (defined as State Share Budget) from the *Network*. This will allow your organization to provide a total of \$75,000 of nutrition education activities.
- ◆ Check our website for updates on key funding and program information: www.ca5aday.com.
- ◆ For more information: Programmatic Questions: Frank Buck (916) 445-1305
Administrative/Fiscal Questions: Ralph Bonitz (916) 327-0938